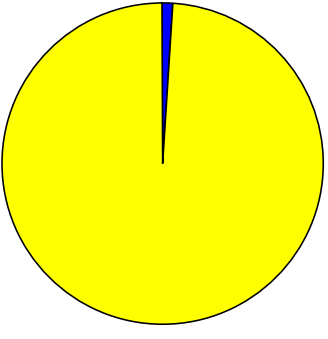


# Fairfax County Economic Development Authority

## 16-03-Fairfax County Visitors Center

Fund/Agency: 001/16		Economic Development Authority
Personnel Services	\$61,872	<p style="text-align: center;"><b>CAPS Percentage of Agency Total</b></p>  <p style="text-align: center;">1.1%</p> <p style="text-align: center;">98.9%</p> <p style="text-align: center;"> <span style="color: blue;">■</span> Fairfax County Visitors Center              <span style="color: yellow;">■</span> All Other Agency CAPS         </p>
Operating Expenses	\$15,200	
Recovered Costs	\$0	
Capital Equipment	\$0	
<b>Total CAPS Cost:</b>	<b>\$77,072</b>	
Federal Revenue	\$0	
State Revenue	\$0	
User Fee Revenue	\$0	
Other Revenue	\$0	
<b>Total Revenue:</b>	<b>\$0</b>	
<b>Net CAPS Cost:</b>	<b>\$77,072</b>	
Positions/SYE involved in the delivery of this CAPS	0/0	

### ► CAPS Summary

- The primary function of the Visitors Center is to attract local residents as well as north and south-bound travelers, and direct them to lodging, dining, cultural, historical and recreational opportunities in Fairfax County. The Visitors Center also serves as the distribution, fulfillment and services center for the visitor industry in Fairfax County. It includes brochure distribution for attractions, hotels, special events, shopping and restaurants; provides response to written and telephone inquiries (including a toll-free telephone number), database generated business leads; response to requests for travel information (including parks and recreation guides as well as economic development information), and other service requests. The center also services conventions and meetings throughout Fairfax County to direct attention to sites and opportunities in Fairfax County. Research has consistently shown a high correlation between a successful meeting or leisure visit to an area, and an increased probability that the same area would be considered for a possible corporate business site. Most of the referrals to hotels, restaurants, and shopping are to small businesses in Fairfax County.

## *Fairfax County Economic Development Authority*

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- Funding for the Fairfax County Visitors Center is provided from the Fairfax County General Fund.
- Participant characteristics for this CAPS consist of four part-time positions at the Fairfax County Visitors Center on Richmond Highway in Lorton, Virginia.
- This CAPS was included in previous exercises.

### ► Method of Service Provision

- With 42,489 visitors in FY 1995, 47 hotels with over 75 rooms, more than 30 attractions, numerous Park Authority facilities, Northern Virginia Regional Park facilities, hundreds of small services/businesses in the immediate region, several shopping malls, and more than 100 organizations providing information to the Visitors Center, services are provided by the following means:
  1. Face-to-face interviews with travelers, many of whom were previously only planning to travel through Fairfax County to Washington, D.C. Such contacts enable staff to make direct referrals to Fairfax County businesses and attractions as well.
  2. Fulfillment of convention service requests from corporate meeting planners, local business suppliers, and trade and professional associations planning conventions and meetings in Fairfax County.
  3. Response to telephone, written and advertising inquiries for information concerning sites and opportunities in Fairfax County.
  4. A hotel reservation system, paid for by the hotels, which enables travelers to push a two-digit number and be connected at no charge with a Fairfax County hotel or motel for reservations.
  5. Brochure distribution at the Visitors Center and other visitor sites in the region to promote Fairfax County.
- The Fairfax County Visitors Center's hours of operation are 9:00 a.m. to 5:00 p.m. seven days-a-week.

### ► Performance/Workload Related Data

Data	FY 1998 Actual	FY 1999 Actual	FY 2000 Actual	FY 2001 Estimate	FY 2002 Estimate
Visitors Center Referrals	28,849	28,020	28,230	24,108*	29,355

\* FY 2001 data is based on actual referrals through June 30, 2001 and the decrease is attributed to the ongoing construction of the Springfield Interchange project, which has diverted traffic along the I-95 corridor.